

TO: Larry Wilson
FROM: Kay Galeotti
SUBJECT: B&H Heavy Spending Test

DATE: May 24, 1984

7/2

6/10

In response to your request, you will need to order the following outdoor quantities each month in the four test markets.

Fresno
100's Pool - 27
85's Pool - 21
Spanish 30-Sheet - 8

Seattle
100's Pool - 97
85's Pool - 75
Commuter Clocks - 5

Lubbock/Amarillo
100's Pool - 16
85's Pool - 31
Spanish 8-Sheet - 16
Spanish 30-Sheet - 7

Shreveport
100's Pool - 30
85's Pool - 16
Black 8-Sheet - 9

These quantities include the 15 percent overage we add when ordering.

Please note that our contract with Market Place Graphics for Mall Directories and Small Shopping Centers expires in June. It was decided today that this contract will not be renewed.

If you have any questions, please let me know.

KG/ss

cc: C. Beck
J. Moran
L. Payne

Kay
85's Pool - 145
100's Pool - 174
Spanish 30-Sheet - 15
Spanish 8-Sheet - 16
Black 8-Sheet - 9
Commuter Clocks - 4/5

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